

NEWSPAPER

SHOWCASING THE UNCONVENTIONAL

DESIGNERS

New designers to OM



ITALIAN ORIGINS

Showcasing creativity and craftsmanship



EVENTS

A look at what we've been up to



STYLING

Polished looks for SS20



THE ORIGINS
EDIT

THE ORIGINS EDIT



ISSUE

5

Welcome to Issue 5 of the *Olivia May* Newspaper. How time flies and how the world changes! However, this issue takes us away from the present to pay tribute to the origins of some of *Olivia May*'s favourite designers.

Many of our brands have been producing outstanding fashion for several decades. They continue to hone their vision and innovate in response to the novel demands of the 21st century, whilst never losing sight of their heritage or craftsmanship. Although this newspaper was planned before the present global crisis, it is more than apt that we should acknowledge the commitment and passion which all designers are still bringing to their collections.

This issue's 'origin story' touches on two interwoven narratives. As designers search for more sustainable solutions, they frequently return to methods of traditional craftsmanship and the rich heritage of the fashion industry. Our spotlight on *Elemente Clemente* shows the label's innovative use of recycled and eco-friendly fabrics, inspired by ancient techniques of fabric production.

A keen attention to origins can also drive future design. Our look at *Ewa I Walla* shows how the strong heritage of the brand is key to how it has continued to evolve for the new decade. Italian designers *Beatrice B* and *Malloni* also show us how respect for national tradition can lead to avant-garde design for the modern woman.

This season we have reached out to many more organisations in collaboration, including *Moments Candles*, *'My Time For Change'* and *Neve's Bees*. Our aim always is to offer you the best of local small businesses, selected for their incredible stories and passion. Many of you may have already been introduced to these collaborations in our special monthly gifts to OM Members.

Last but not least, I want to say a big thank you to the OM team who have supported our customers, our events, our photoshoots, our styling and so much more. We look forward to sharing all our collections with you though the season.

Ann

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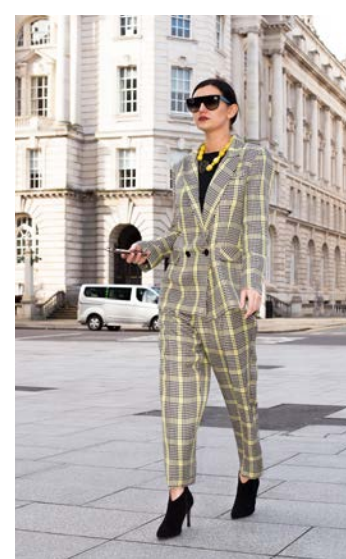
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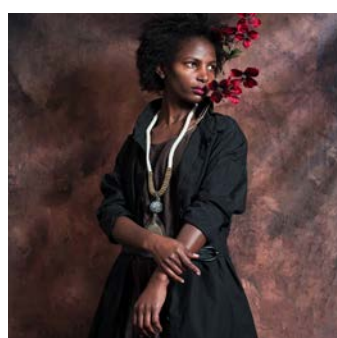
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INTRODUCING SS20 TO OM

LIGHTWEIGHT LINENS FROM ELEMENTE CLEMENTE

Since *Elemente Clemente*'s foundation in 2002, the Munich-based label has established itself as a global leader in sustainable fashion. The label's clear commitment to environmental change within one of world's most polluting industries provides a hopeful glimpse at what the future of fashion might look like. Avoiding fast-fashion and the whims of seasonal trends, *Elemente Clemente* focuses instead on timeless garments and innovative textiles – all sustainably produced.

The beauty of nature is a continuing source of inspiration for *Elemente Clemente*'s designs and brand ethos. Classic silhouettes are produced in natural fibres and coloured using a range of technologically advanced plant-dyes. Traditional manufacturing methods are combined with modern science in order to reduce water waste and chemical pollution.

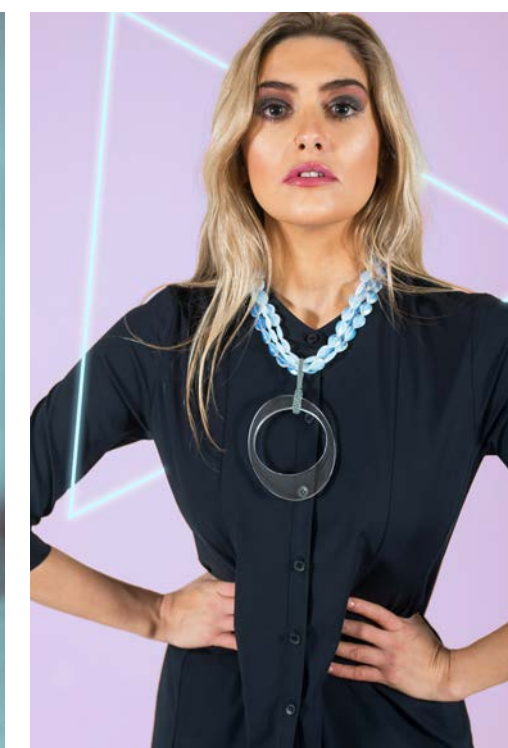
Linen, which uses 90% less water than cotton in production, is sourced from Italy and Ireland, where it is still made according to ancient techniques. The plant-dyes used are made in collaboration with a Tunisian research institute and dyeing mill which have been experimenting with vegetal colourings for the past twelve years in a bid to reduce the use of harmful chemicals, a major pollutant of the fashion industry.

Such respect for nature is paralleled in the care and attention each garment receives. *Elemente Clemente*'s take on modern femininity is designed with longevity in mind. Each item is a timeless piece to be treasured and worn forever.

Shop the full range online at www.oliviamay.org, or place an order via telephone at Cheshire Showroom Tel: +44 (0) 1829 751600 or Oxford Boutique Tel: +44 (0) 844 3356323

PHOTOGRAPHY: AURELIJA KARALIUNAITE
MODEL: CHARMAGNE COBLE
ART DIRECTION / STYLING: VENETA MARKOVA
LOCATION: OXFORD

TOP LEFT *Elemente Clemente* linen jacket brisa 14989, t-shirt sui 15024, a-line skirt ellin 15025, Lofina ankle boots 15166, Beatrice Handmade Jewelry rounded pendant necklace 14904. TOP RIGHT *Elemente Clemente* linen jacket brisa 14991, boxy top nedal 15005, culotte trousers thala 15015, flower detailed pumps YH792531ZV, Beatrice Handmade Jewelry long beaded necklace 14999. MIDDLE LEFT *Elemente Clemente* tulip dress tartu 14992, culotte trousers thala 15013, Lofina slip on shoes 15159, Beatrice Handmade Jewelry coral pendant necklace 14902, mint green necklace K21FWFYB11. MIDDLE RIGHT *Elemente Clemente* peg trousers geisha long 15029, shirt dress kahoy 15028, Lofina slip on shoes 15159, Beatrice Handmade Jewelry moonstone and resin necklace 14908. BOTTOM *Elemente Clemente* shirt hong 15028, linen dress anouk 14993, IXOS chunky mesh trainers 12410



TREND REPORT

SPRING/SUMMER 2020



WHAT'S THE BUZZ?

The stories of the season.

SAFARI EXPLORER

A relaxed take on safari dressing, with warm earthy hues, utility pockets and wide leg trousers. This is safari, but not as we know it.

70'S COLOUR CLASH

A seventies take on colour and prints. Expect bright bold colours, tie-waist jackets, shift dresses and wallpaper-style geometric prints.

ENGLISH ROMANCE
We've fallen in love with our new designer Rhum Raisin's bohemian take on summer dressing. Indulge in breezy floral day dresses, lace trims and ruffles.

CHEAT SHEET

Your at-a-glance guide to spring/summer 2020.



THE #1 LOOK OF THE SEASON

THE COLOUR CURCOIO

The colour blue is associated with a sense of clarity and calm, evocative of the vast infinite evening sky and deepest ocean sea. It was also the colour seen all over the catwalks at Bottega Veneta, Sportsmax, and within the collections of our favourite designers, including Rundholz Black Label, Moyuru, Niu and Privatsachen. For ultimate serenity, try a blue look head-to-toe.

'90s MINIMALISM

WITH BEATRICE B

DAY



NIGHT

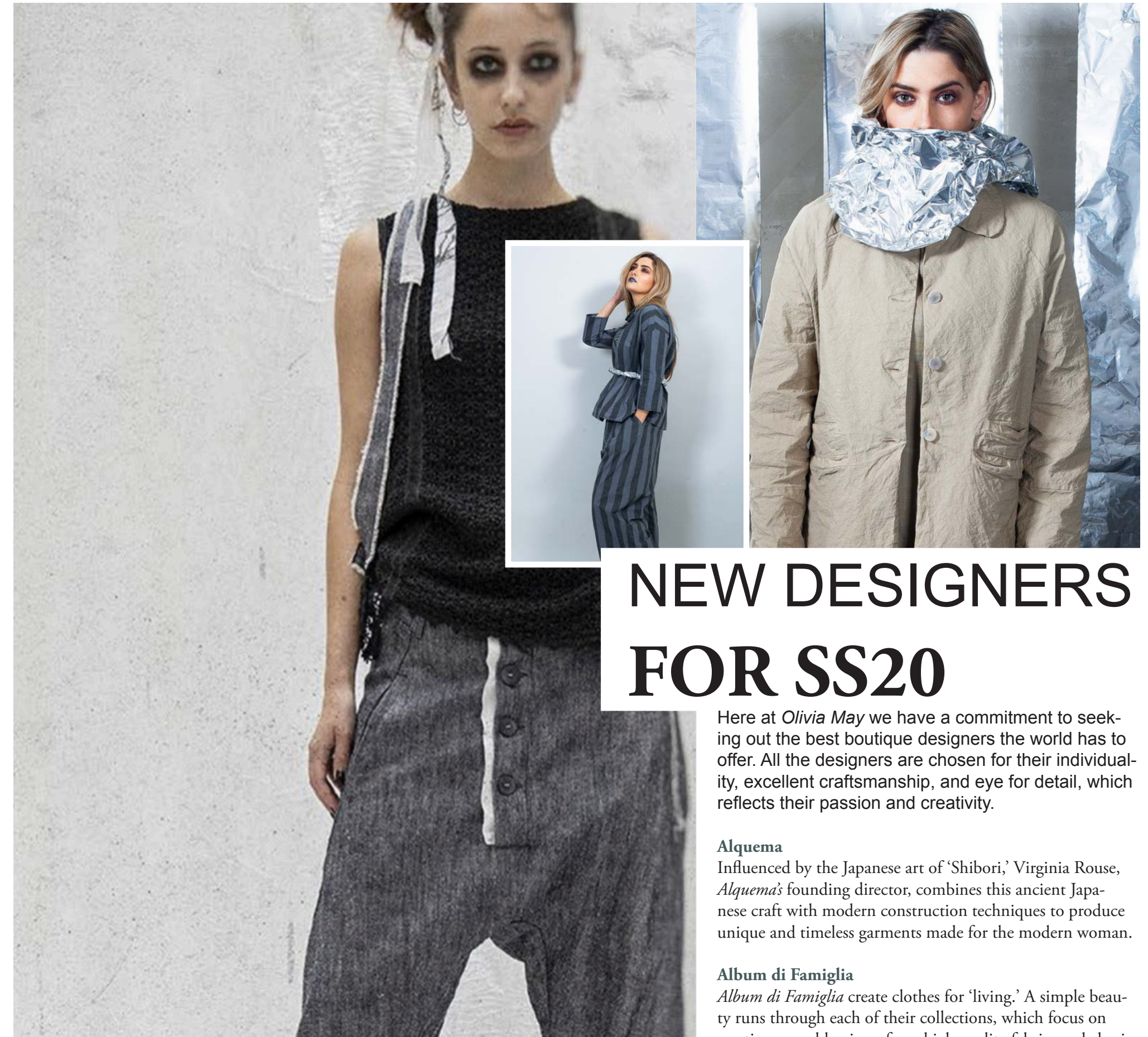


10 FOR 10

The top trends and designers, all in one.



LEFT TO RIGHT 1)Hannah Wessel: Loose Tailoring – The oversized tailored look is a strong choice for all occasions, from casual to workwear to evening. 2)Xenia Design: Maximalist Energy – Power prints with clashing hues and bold tones. 3)Moyuru: Oversized Everything – From bags to dresses, the oversized look is effortless, yet fashion forward. 4)Maliparmi: Seventies Nostalgia – saturated colour palette, popping florals and mesmeric prints. 5)Privatsachen: Calming Pastels – Shades of pale blues, pinks and greys, with red to add drama to all these pastels. 6)Rundholz Mainline: Drawstrings - Whether at the top of pants, at the waist of jackets, they are the perfect way to create a dramatic silhouette. 7)Les Ours: Frills - The scale of the fluttering peplums and enormous ruffles bring a softer look. 8)Jayko: Safari Vibes - the sand-toned separates, especially with tops cuts in the wider, roomier silhouette. 9)Crea Concept: Tropical Thunder – Earthy and tropical tones with colour blocking prints. 10)Ewa I Walla: Sheer Layers – Layering sheer fabrics is an economical way to refresh your wardrobe. To refresh your wardrobe, and a great way to play with silhouettes and textures.



NEW DESIGNERS FOR SS20

Here at *Olivia May* we have a commitment to seeking out the best boutique designers the world has to offer. All the designers are chosen for their individuality, excellent craftsmanship, and eye for detail, which reflects their passion and creativity.

Alquema

Influenced by the Japanese art of 'Shibori,' Virginia Rouse, *Alquema's* founding director, combines this ancient Japanese craft with modern construction techniques to produce unique and timeless garments made for the modern woman.

Album di Famiglia

Album di Famiglia create clothes for 'living.' A simple beauty runs through each of their collections, which focus on creating wearable pieces from high quality fabrics and classic shapes. Each garment is crafted with love and care, 'because a dress is like a family bond, it is made to last.'

Aequamente

Launched only recently, *Aequamente* favours 'slow fashion' over short-lived trends. Each garment is simple and elegant, made only from the finest cashmere, cottons and linens. *Aequamente's* passion for the art of simple construction creates timeless pieces to wear season on season.

Rhum Raisin

Rhum Raisin's distinctive feminine style, featuring ruffles, embroidery and print, encapsulates the carefree look of southern France. Each collection is dedicated to the romantic bohemian spirit. Ever since its foundation in 1999, *Rhum Raisin* has delivered unique pieces with a sense of fun and freedom.

Un-nameable

Unnameable are an international fashion label producing collections which are extraordinary, visionary and unconventional. Even the label's name itself marks them out as vanguards beyond definition.



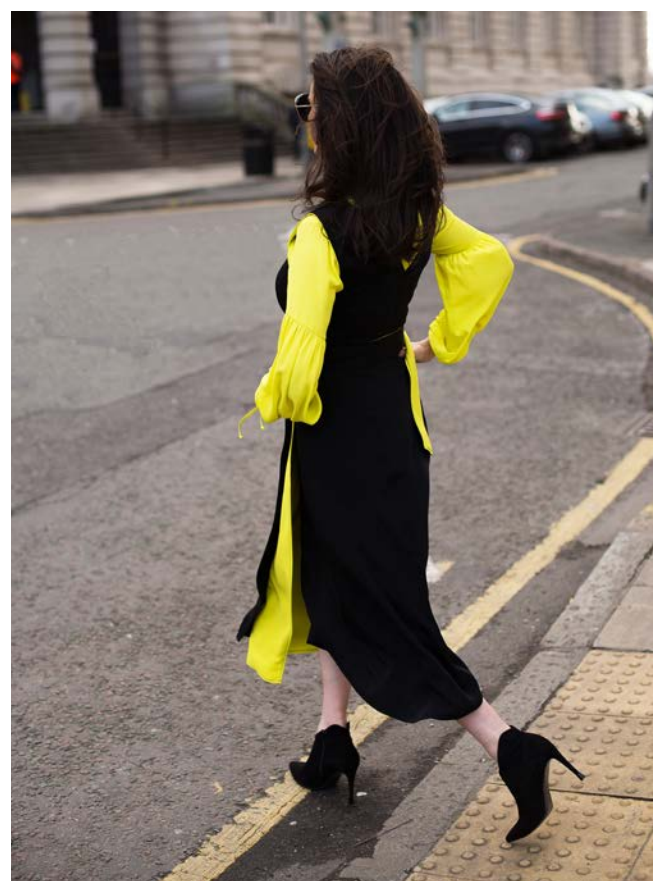
ITALIAN ORIGINS

at Milan Fashion Week

TOP LEFT Beatrice B blouse 14884, tailored trousers 14878, Lofina slip on sandals 10405. **TOP MIDDLE RIGHT** Nu oversized shirt 15394, Beatrice B ppeg trousers 14896, Beatrice Handmade Jewelry howille necklace 10091, Chie Mihara slip on heels 127416. **BOTTOM LEFT** Beatrice B blouse 14898, double breasted blazer 14888, tailored trousers 14889, Beatrice Handmade Jewelry stone necklace 10087. **BOTTOM MIDDLE LEFT** Beatrice B blouse 14881, sleeveless dress 14880, Kennei & Schmenger heeled suede ankle boot LMLCH15FRM. **BOTTOM MIDDLE RIGHT** Beatrice B shirt dress 14893, Maliparmi metallic ankle boot heels 14899. **BOTTOM RIGHT LEFT** Malloni tailored trousers 13153, tailored blazer 13154, Maliparmi silk blouse 13131, IXOS leather heeled ankle boots 14777. **BOTTOM RIGHT RIGHT** IXOS leather jacket 14762, straight leg jeans 14764, Nu graphic tunic 15405, Kennei & Schmenger heeled suede ankle boot LMLCH15FRM.

This year Milan proved it was still the global epicentre for fashion's most forward-thinking creators. There was no end to the passion and enthusiasm brought by designers and attendees alike, and plenty of iconic looks were spotted at both established names and newcomers on the scene. Milan remains committed to continuing the legacy of Italian craftsmanship, making the city unique in the Fashion world. With Leonardo da Vinci's *The Last Supper* and an immense gothic Duomo listed among Milan's treasures, the city is steeped in a rich artistic heritage. The spirit of generations of artisans and artists who laboured to create such works is kept alive by the designers who stormed through Milan's historic centre for the week.

PHOTOGRAPHY: AURELIJA KARALIUNAITE
MODEL: LYDIA IDDON / CAROL BOLTON
ART DIRECTION / STYLING: ANN WHORRALL / VENETA MARKOVA
LOCATION: LIVERPOOL



On the catwalk, the Italian designers dominated. Labels such as Prada, Armani and Max Mara all paid their respects to their country of origin and the ways in which the garment trade has been an integral part of Italy's history since the Renaissance. From the wool trade of the fifteenth century, to the futuristic post-war fashion houses of Milan, Italy's national story is threaded with moments of fashion innovation.

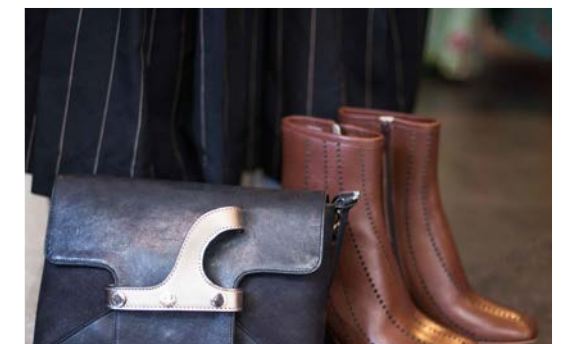
Two of the Italian labels available at Olivia May, Beatrice B and Malloni, share the same respect for and tribute to a national heritage. Beatrice B draws inspiration from generations of Italian craftsmanship to create contemporary garments that merge tradition and innovation. The label's commitment to their country's heritage has earned them the 'Made in Italy' accreditation, with 90 percent of production occurring in the northern Veneto region. The use of colourful silks in Beatrice B's current Spring/Summer collection can be traced back to the history of this very region and its proximity to the thriving port of Venice, where silks and dyes from Asia and the Middle East were traded from the Renaissance onwards. Similarly, the label's attention to detail in the fabrication of their garments has its roots in the dressmaking trade of these Northern Italian cities, areas known for their fine needlework and lacemaking.

Malloni pays tribute to Italian master tailoring in their own finely constructed garments. Also accorded the 'Made in Italy' accreditation, Malloni uses the knowledge gained from generations of artisans to fuel the creation of contemporary designs fitting for the modern woman. Drawing on the flourishing avant-garde design scene of Italy in the 1960s, Malloni has stayed true to its roots as it continues to

innovate and experiment with new styles and fabrics. A modernist sensibility lies behind the use of textiles such as leather, silk and merino wool, a hark back to the designers of 1960s Milan with their commitment to a pared back luxury which showcased the quality of materials themselves.

Longevity and craftsmanship are central to Italian fashion, and it is these qualities which make the designs of Beatrice B and Malloni perfectly suited to the wardrobe of a modern woman. Such garments transcend fleeting trends, as generations of artisanal knowledge are mined to create pieces which will never go out of style.

Stay tuned on our social pages for upcoming shoots from Cheshire. You can check out editorial shoots online at www.oliviamay.org



TOP RIGHT Malloni blouse 15193, pinstripe blazer 15187, pinstripe trousers 15188, heeled ankle boots 14671





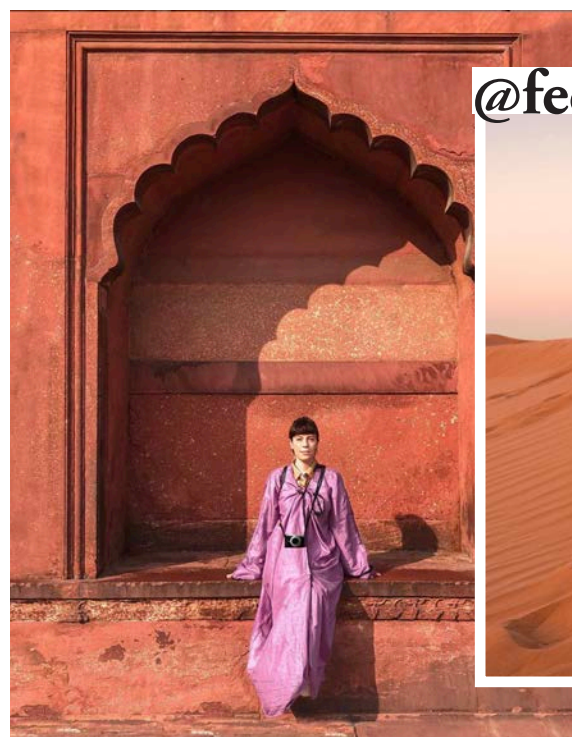
STYLISH WOMEN: RECREATE THE LOOK

Looking for a fresh take on fashion inspiration?

The fashion industry is no longer solely governed by magazine or newspaper editors. For the digitally-savvy influencer or blogger, the rise in online platforms and infinite space on social media feeds has created spaces for individual experimentation, leading to greater diversity and creativity in the fashion world. Brave styling and bold looks now appear accessible to us all.

We've picked out two of our most favourite fashion and lifestyle influencers and show you how to recreate the looks you'll be shopping this season.

Hashtag #omstyle or tag @oliviamay.ltd



@federicadinardo88



LEFT TO RIGHT Privatsachen embroidered top 15612, wide leg trousers 15648, sheer scarf 15667, duster coat 15486, Lofina ballerina shoes 15165

My go-to look is a pair of wide leg trousers and Privatsachen has perfectly accommodated that! Pastel hues are easy to combine with neutrals and earth tones. I have paired their soft pink tones pieces with their lightweight beige jacket. Nothing beats lightweight layering for this season!

@yuliawave



LEFT TO RIGHT Malloni collarless jacket 15199, IXOS leather cross body bag 14775, Malloni trousers 15189, IXOS leather heeled ankle boots 14777, Malloni cubit sheer net top 17055, Beatrice Handmade Jewelry jasper, brush horn and ivory necklace 12651

The injection of safari-inspired fashion in Malloni's collection encapsulates an effortless style that I absolutely love! With an appearance of the wide statement collar on the Malloni blazer, this look brings a modern twist to the classic tailoring design. A must-have piece in my wardrobe is always heeled boots because they are so versatile! From work to going-out, they are my favourite!

OM MEETS EWA I WALLA



Since the early 2000s *Ewa I Walla* has earned a loyal following for their wonderful creations, which each season stay true to the brand's aesthetic and heritage. A key influence is the beauty of French Romanticism, realised in frothy lace, ruffles and delicate embroidery. Each collection is timeless, built on staples like tiered voile skirts and tailored jackets, designed to be worn and loved forever.

Ewa I Walla have always been dedicated to using the best quality natural fabrics. The cottons, linens, silks, wools and organdie are carefully selected for each collection. Every season sees the debut of a new dye, which is woven through the collection to enable easy co-ordinated looks, where each individual garment can be paired or layered with another. The myriad of options available allows the wearer to become the designer.

Ewa herself still takes the time to personally review each of the brand's collections, which now number close to forty. She has kept true to the rural romance of her initial vision, still using washed, worn, and raw edged fabrics. The iconic red embroidery which stands as a hallmark of the designer has evolved, but remains instantly recognisable today as a classic *Ewa I Walla* signature.

Many customers' wardrobes are filled with vintage *Ewa I Walla* pieces, which are kept fresh and up-to-date by the addition of iconic pieces from the current collection. The quality and beauty of *Ewa I Walla's* designs means longevity. Each garment is made to last.

This Spring/Summer 2020 season is no exception. Again, the brand pays respect to its rural heritage in shades of wheat and dusky pink which bring a softness and warmth to the collection. Our favourite classic *Ewa I Walla* pieces make a return, including vintage print dresses and lace voile shirts.

Our head stylist, Veneta, has some tips on how to wear this summer's collection. Ruffle and lace bibs, a simple accessory, look dramatic when worn over a simple black top. Veneta pairs this with a voile ruffle skirt and, to complete the look, simple red buckle belt. Pinstripes and vintage florals add charm to everyday outfits, whilst layering creates romance through tiers of ruffles and lace. For an eye-catching look, Veneta pairs the iconic mosaic print skirts with a voile lace blouse and a simple loose jacket. Try combining dusky pinks, light greys and soft florals to add balance and subtle beauty.



TOP Ewa I Walla tailored linen jacket 15043, block print skirt 15037, voile top 15068, Moma suede slip on shoes DWBMMANY2N. MIDDLE LEFT Ewa I Walla striped blouse 15065, checked dress 15052, Crea Concept leggings 14951, Moma suede slip on shoes DWBMMANY2N. MIDDLE RIGHT Ewa I Walla embroidered dress 15040, shirt cotton skirt 15044, Niu patterned scarf 13462, Moma suede slip on shoes DWBMMANY2N. BOTTOM Ewa I Walla linen jacket 15042, voile blouse 15069, organdie dress 15058.

“To create the amazing structured garments of their DIP collection, Rundholz uses only the purest of cotton. The quality of the fabric means it holds both its shape and its dye, making sophisticated summer dressing appear effortless.” **ANN WHORRALL** MANAGING DIRECTOR



TOP LEFT Rundholz Dip maxi dress 16081. Les Ours collier collar 15160. **BOTTOM LEFT** Rundholz Dip mesh jacket 16075, sheer over dress 15976, drop crotch trousers 16015. Les Ours collier collar 15160, Beatrice Handmade Jewelry long necklace HEBQOINUG. **MIDDLE** Rundholz Dip sleeveless dress 16047, shirt dress 16061, Grass Concept leather belt 12797. **RIGHT** Rundholz Dip jacket 15992, sheer blouse 15971, sleeveless jumpsuit 16149



GOLDEN HOUR

For sophisticated summer dressing, look no further than this season's Rundholz Dip collection. Pure cottons and loose silhouettes make for effortless looks that will keep you cool and composed in the hotter months.





MY TIME FOR CHANGE

Our latest collaborator Mindy Cowap inspires us all with her story of self-empowerment and self-acceptance.



When out walking with a good friend, Mindy Cowap realised she was finding it hard to keep apace, as she struggled to climb the hill her children were racing up. It was this, along with numerous similar moments of confronting her own limits, that prompted Mindy to make a change. Working alongside wellness expert Emma Wilson, Mindy began an incredible fitness journey which saw her undertake a momentous 50km trek across the Sahara for St Luke's Hospice. This experience of self-transformation had such a profound effect on her that Mindy decided to join with Emma to launch 'My Time for Change,' an online health and fitness programme aimed at women aged 35-plus. The programme is intentionally holistic, focusing not on weight-loss, but on building positivity, motivation and understanding of one's own body and its needs.

It was for these reasons that Mindy sought out Olivia May. With her renewed sense of self-esteem, Mindy wanted a wardrobe to match her newfound inner confidence. Now facing a desire for her clothes to express her individuality, Mindy found she had no ideas about her own personal style. Mindy knew she wanted to dress for herself, but had found it difficult to find clothes that expressed her sense of

womanhood that also felt empowering. It was here that the team at Olivia May came to the rescue, offering Mindy a free personalised styling session (which are open to all, bookable via our website www.oliviamay.org; or over the phone). After the experience, Mindy shared her thoughts with us on the importance of finding one's self and style.

Q: What did you feel during the personalised styling session? Were you nervous or excited beforehand?

A: I was definitely a little nervous beforehand! But the Olivia May team were immediately warm and encouraging, making me feel at ease right away. They were fantastic at listening to what I wanted, and focusing on something that would complement me and my tastes. I know that I am not a heels and dress sort of person, definitely not girly, but I had no idea how to find clothes that expressed my own sense of femininity. The stylists put together this amazing tailored outfit featuring the designer Rundholz, which showed me that you can dress in a way which is both feminine and unconventional.

Q: What was the main thing you took away from the styling session?

A: Besides a whole new beautiful wardrobe? I learnt

a huge amount about myself and my attitude towards my appearance. Before I think I saw clothes as a necessity, but now I see them as something to enjoy, a way to be creative and have fun. I also saw how fashion has the power to give me even more confidence. At my last networking event, standing up for the first time to talk about My Time For Change would have put the fear of God into me. However, working with Olivia May has made me feel so much more comfortable. They carefully chose outfits to suit my personality without neglecting the need to look professional and front my business with confidence.

Read more about Mindy's story in Cheshire Life Magazine.



TOP Rundholz Black Label jacket 16344, drop crotch trousers 16321. **MIDDLE** Elemente Clemente shirt hong 15028, t-shirt sui 15024, peg trousers 15020. Beatrice Handmade Jewelry coral pendant necklace 14902. **BOTTOM** Elemente Clemente blouse nani 14987, Niu berber necklace 15386.

In the details

The best way to update your wardrobe is in the details. Meet spring's quick style fixes – perfect for adding that final finesse. After fawning over the showrooms, we've cherry-picked the most covetable (and wearable) pieces to invest in.

Bold Beads

Bright beads and resin droplets are taking over to win the most coveted jewellery award this season. This Beatrice Handmade necklace will be your go-to design for adding to silky shirts and slinky maxi dresses – all summer long. *Style Tip - 'Swap your bight lip for a statement jewellery piece to elevate your everyday wardrobe'. - Georgina Bailey – Stylist*

Time To Organise

We've got our hands full with these Malloni and IXOS bags, carried by all the chicest women this spring. Perfect for organising all your everyday essentials with a style to suit each need, from a shopper tote, a sporty cross-body, or a bright messenger.

Style Tip - 'Let your bag be the focus by keeping your outfit to just one-tonal colour for a real style statement'. - Georgina Bailey – Stylist



CARE TIP

Shop our range of designer jewellery, accessories and footwear online at www.oliviamay.org. Exclusive Angela Caputi available in-store only, call Oxford Boutique Tel: +44 (0) 844 3356323 and one of the team will be able to assist you.



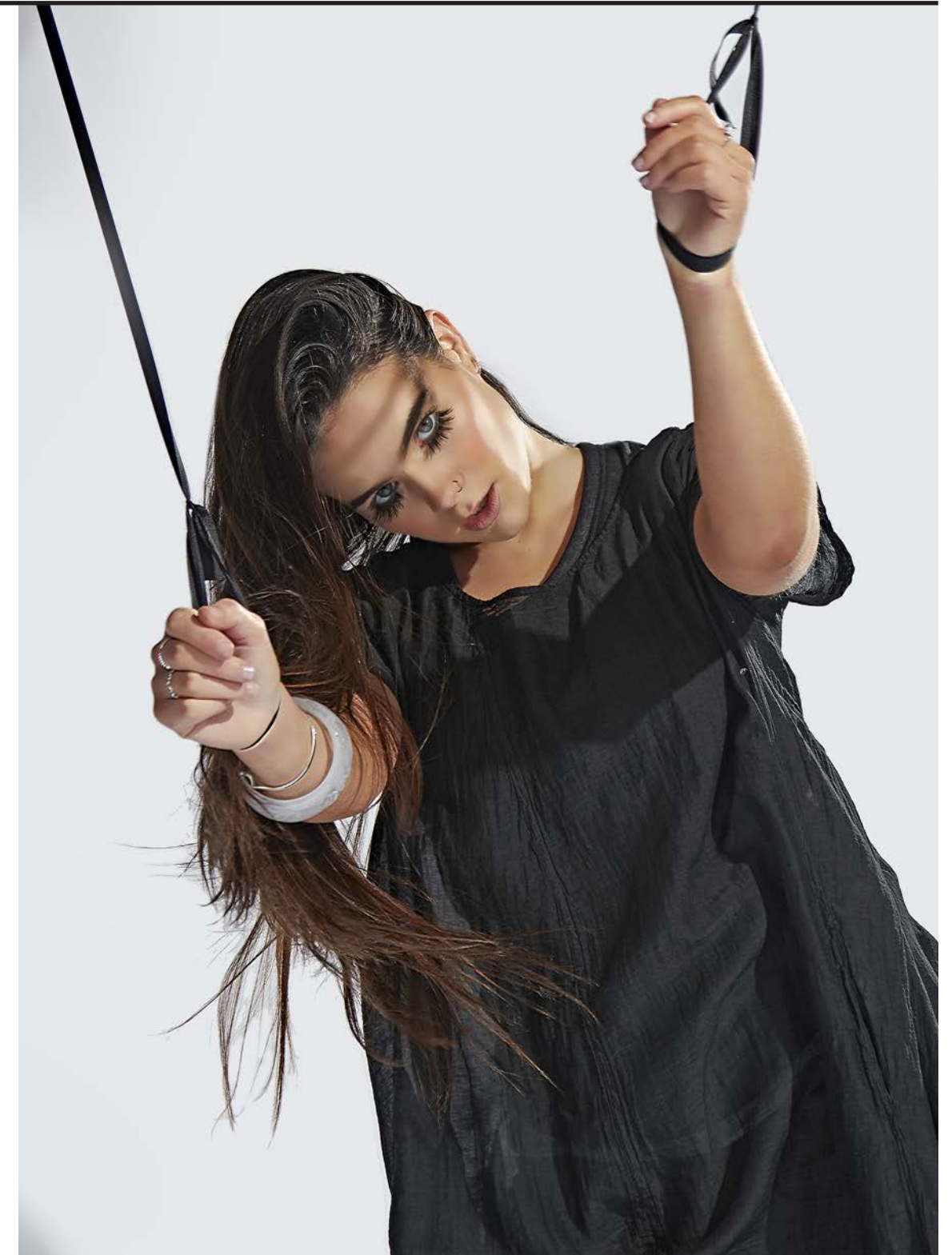
TOP Elemente Clemente linen jacket brisa 14989, t-shirt sui 15024, a-line skirt ellin 15025, Lofina ankle boots 15166, Beatrice Handmade Jewelry rounded pendant necklace. **BOTTOM LEFT** IXOS leather messenger bag 14771, Lofina chunky slip on sandals 10404, Angela Caputi bangs. **BOTTOM RIGHT** Malloni leather cross body bag 15205, IXOS leather jacket 14762



TOP LEFT Rundholz Mainline overalls 15763, t-shirt 15741, Rundholz Black Label scarf 16833, IXOS leather ankle boots 14776. **BOTTOM LEFT** Rundholz Mainline oversized shirt dress 15987, Crea Concept leggings 14951, Kennel & Schmenger suede boot style heels YOT3AMH1X6, Rundholz Black Label fringed scarf 16905, Nu bracelet 15436. **RIGHT** Nu pleated jacket 15428, pleated trousers 15412, Crea Concept vest top 14922, Lofina leather puffer ankle boots 13100, Oblique Creations zipped belt 13508.



LEFT Nu tulle skirt 15406, Rundholz Mainline t-shirt 15743, riding jacket 15936, Lofina chunky leather ankle boots 13109, Crea Concept leggings 14951, Oblique Creations twisted belt 13509, TOP MIDDLE Rundholz Black Label sleeveless dress 16809, coat 16814, Crea Concept leggings 14951, Lofina leather puffer ankle boots 13100, TOP RIGHT Rundholz Dip over dress 15973, Rundholz Mainline t-shirt 15740, Rundholz Black Label skinny trousers 16880, Kennel & Schmenger suede boot style heels YOT3AMH1X6, Nu bangle 15432.





PHOTOGRAPHY: ROBERT TRENGOVE
MODEL: LORNA TINSLEY
ART DIRECTION / STYLING: GEORGINA BAILEY
LOCATION: CHESHIRE ALPACA'S, ANTROBUS, NORTHWICH

Spring wonderer

New designer Rhum Raisin has seized the spirit of adventure to create their spring/summer collection which is inspired by bohemian living. Feminine ruffles, embroidery and prints give your everyday wardrobe a touch of timeless romance, spiring you away to the rural retreat of your fantasies. A similar sentimentality runs through the collection of one of our long-time favourite designers, Les Ours. For this season, the theme is Boheme fleur bleue (translated as: to be a blue flower, meaning: to be sentimental). Soft cottons, lace trims in tones of cream and blush pink make dressing a dream.



Wonderer:
Someone Filled With
Admiration And Awe;
Someone Who Wonders At
Something. Marveller.
Admirer - A Person Who
Admires; Someone Who
Esteems Or Respects Or
Approves.

TOP Les Ours fiona jumper 15133.
Privatsachen wide leg trousers 15648.
Rhum Raisin embroidered blouse 15716.
MIDDLE LEFT Rhum Raisin midi dress 15723. BOTTOM LEFT Mama B kira m jumper 15291. Out Of Xile cropped linen pants 15451. Rhum Raisin peplum shirt 15724. MIDDLE RIGHT Les Ours elona cardigan 15132, line dress 15138. BOT- TOM LEFT Les Our line dress 15136, ilo crochet top 15148, madeleine layered skirt 15151. BOTTOM RIGHT Les Ours batiste jacket 15144, lilane dress 15153, madeleine layered skirt 15151, Mama B sunny jumper 15286.

GET SET FOR SUMMER

Relaxed make-up looks for spring / work calls / staying at home. Plenty of ways to lift your mood with cheerful dreamy blooms, easy skincare, on-trend make-up looks and hygiene tips to help you survive a new world this spring.

THIS IS MOXI
@thisismoxi
4 High Street
Chester CH4 8SE
01244 630200

Moxi are a beauty salon based in the heart of Cheshire. They offer a range of services including accredited makeup training, makeup appointments and semi permanent eyelashes.

From easy skincare to dreamy blooms, beauty brings plenty of reasons to be cheerful. SS20 catwalks were an abundance of playful make-up looks to try this spring. More sophisticated classic looks were everywhere – think full blooms and pastel shades. Floral headpieces were a firm favourite this season. They complimented dewy skin and strong brows, or, in the case of Dolce & Gabbana, with a bright lip that resembled a look of a fifties garden tea party.

Designer Altuzarra opted for fresh faced bare skin. The fresh beauty look was achieved with a clever combination of concealing and top-notch skincare.

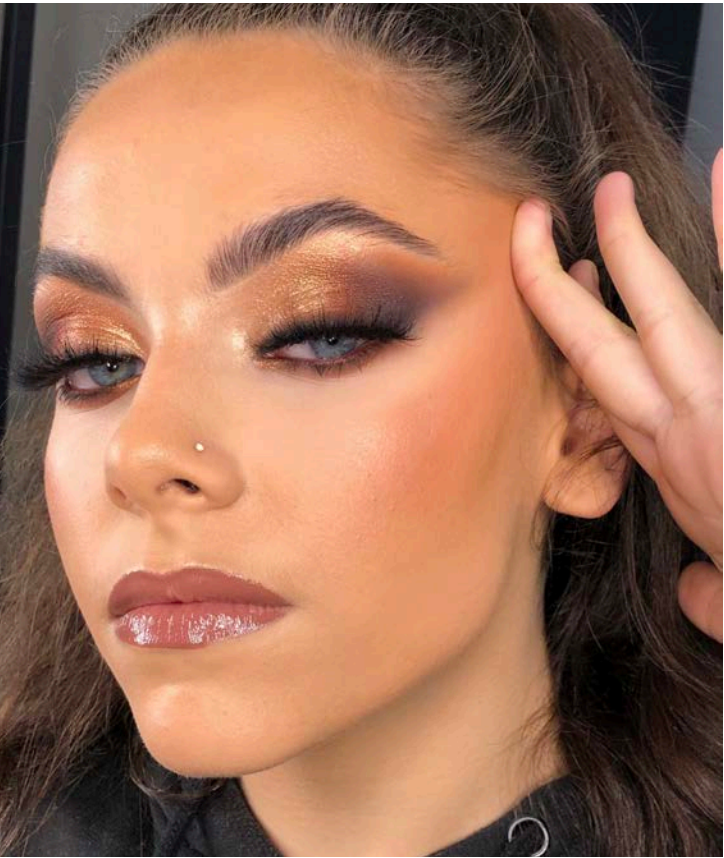
At Etro models' were bronzed with a sheer golden glow with delicious plumping liquid bronzers. And it was Fendi who proved that soft glitters can also be worn in spring, as they layered it under the lower lashes and anchored with masses of inky liner for a soft everyday eye or relaxed date night look. Elsewhere on the catwalks, modern romantic hair curls and blush-like tones on cheek made for a soft feminine palette that showcased English romance.

This season there's a style for every taste. We caught up with Emily at This Is Moxi; North West make-up artist and accredited make up trainer to recreate the seasons' hottest looks as well as top tips for keeping your kit clean.

CARE TIP

Deep clean brushes with baby shampoo weekly. Run head of brush under warm water, lather in shampoo and rinse. Dry brushes on flat surface.

To keep makeup products clean spray surgical spirt on tissue paper and wipe your product to remove bacteria.



TOP **Bare Skin.**
MIDDLE LEFT **In Full Bloom.** MIDDLE RIGHT **Give Me Sun.**
BOTTOM **Date Night At Home.**



EVENT FOLLOW UP

INTERNATIONAL WOMEN’S DAY

‘An equal world is an enabled world’ was the focus at this International Women’s Day event at Hartford Golf Club on Wednesday 4th March. We were delighted to sponsor three leading female local networking groups, Colony Networking, Sue France Creative Connecting in Cheshire and Cheshire Business Events as they hosted an inspiring and motivational afternoon with speakers Catherine Sandland, Sally Penni and Maura Jackson.

The afternoon began with refreshing welcome drinks and spotlight introductions from event associates and official sponsors Natwest and Howard Worth.

The first speaker, Catherine Sandland, Owner of White Hart Training Ltd, also known as the ‘Presenting Queen’, gave a thought-provoking talk.

Catherine focussed on celebrating women’s achievements, and challenging stereotypes, fighting gender bias and broadening perceptions by taking responsibility for our own thoughts and actions everyday.

A two-course lunch was then served within the conservatory garden room at the venue as attendees enjoyed overlooking the golf course and country surroundings before breaking into a quick-fire Q&A with our hosts as they spoke all things networking, hosted by Alex McCann.

Maura Jackson, CEO of Back Up North West, a charity that supports homeless people aged 16-25 years old, delivered an emotional presentation sharing her career insights and experience through the decades. Maura focused on the challengers faced by young girls and women, who often face more extreme equality prejudices, when trying to improve their situations in both personal and working life. Maura’s message passionately highlighted that gender equality is essential for such communities to thrive. It was inspirational to learn that this charity had created 144 job opportunities for females in the north within the last couple of years alone.

The third and final speaker was Sally Penni, Barrister at Law and Founder of www.womeninthelawuk.com who spoke about gender and race equality in health, wealth and the workplace. Her personal story is about finding a deep-ened strength to overcome her own personal hurdles in order to fight for an equal and enabled world. Sally spoke eloquently about how a world with gender parity can be healthier, wealthier and more harmonious. Guests finished with a spot of shopping from brands including Moments Candles and Three Pug’s Gin, and a charity rafflee raising over £500 for Back Up North West to provide accommodation, vital services and emotional support directly to young women in need.

“Every woman’s success should be an inspiration to another. We’re **strongest** when we cheer each other on.” - SERENA WILLIAMS



IN COLLABORATION

WITH

MY TIME FOR CHANGE
www.mytimeforchange.co.uk
getfit@emmawilsonfitness.co.uk
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My Time for Change encompasses health, wellbeing and fitness for women 35+. An online food & fitness programme that helps women to feel their very best, particularly as they approach the peri-menopause and menopause years. Emma and Mindy, both in their mid forties, are witnessing many changes in themselves both physically and mentally.

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Moments Candles Co, passionately believe in the power of the emotional connection between scents and the moments we experience throughout life. They have a simple mission to evoke emotions, inspire you to cherish the moments you experience and awaken your senses, feelings and wellbeing through our 100% natural fragrances for the mind, body and soul.

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www.nevesbees.co.uk
hello@nevesbees.co.uk
07891 633356
Eynsham, Witney OX29 4BS



Starting from one hive, and with help from some wonderful local beekeepers and crafts-folk, Neve’s Bees developed a thriving apiary and have become part of a lovely beekeeping community. All the products are made from 100% natural ingredients, organic (wherever possible) and produced, in their village, in West Oxfordshire.

A DAY IN THE LIFE OF...

Meet Georgie, our stylist based in Cheshire as she takes us through a typical day in the life of a stylist.



GEORGINA BAILEY
Stylist [@georgiebailey](https://www.instagram.com/georgiebailey)

It was at Liverpool John Moores University that Georgina (known as Georgie or ‘G’ to the OM team) fell in love with fashion. Since graduating with a BA Hons in Fashion Communication, her career has flourished – providing content for UN_FOLD magazine, working with a host of new clients at The Chapar as a Menswear Stylist, and even featuring her portfolio and final project at Graduate Fashion week in London in 2018.

Fast forward two years and Georgie’s hunger to learn more, grow and develop her expertise make her one of OM’s most exciting stylists to watch. Like all budding stylists, Georgie’s dream is to hold a fashion show and to see a star wearing of her outfits – “I would love to style Hailey Bieber because her looks are effortless, but she makes a statement with colour tones and accessories” she tells us.

A stylist’s life is always portrayed as glamorous but as we catch up with Georgina and she reflects on her first year at Oliva May, describing a typical working day, from model fittings and outdoor photoshoots to opening deliveries and playing the runner role, she gives us an insight into a role that requires a lot of stamina, determination and grit!

08:30am I usually start the day of a photoshoot at the studio, steaming outfits and adding the final touches like accessories and jewellery to outfits before the model arrives. The final model fittings are done. We use

non-professional models and have a full-time photographer on-site; we choose music to suit the tone for the day which is usually energetic and upbeat! I usually have Stormzy’s new album on repeat!

10:00am After lighting and outfits are set up, if it’s a bigger shoot we often have hair and make-up – we discuss the looks needed and any final finesse approaches needed. All involved on the shoot will be sent a brief beforehand, it becomes my bible for the run of the day and any key style notes from our Head Stylist!

One of my favourite shoots is The Jewel of Port Sunlight because the contrast of our contemporary avant-garde designers and the beautiful art exhibitions brings a new take on our pieces, focusing on culture as well as fashion.

11:00am – 1:00pm We get to work! It’s so important that each outfit is ready to go, as I’m needed to check the shots in between are capturing the product detail and the right aspects of the clothing and overall look. If we’re on track and time allows, I’ll do a coffee run for the team, and a quick lunch – I’m working on cutting down my sugar this year!

2:00pm There’s a new delivery come in! As I finish up the shoot, I check in with our Operations manager to see what’s arrived. This is the best part of my day – seeing the newest designer pieces arrive from Japan, Germany, France and Italy, I’ll spend some time admiring them and cherry-picking pieces that will work for upcoming shoot concepts. I’m so excited about SS20 ‘Strings Attached’ photoshoot as I love the concept. We then process the delivery ready for photographing and uploading to our online store!

4:00pm I head over to the showroom to catch up with the team and any other tasks for the day – this could be creating artworks for email campaigns and social media or uploading outfits to the site. Sometimes, I’ll spend my last half hour creating moodboards for early looks – Malloni and Beatrice B’s collections are always my favourites as their Italian contemporary styling is beautiful!

7:00pm I spend my nights going to the gym after work and having nights in with my family. Fridays / Weekend’s I’ll catch up with friends, either going out for a few drinks in the day or enjoying a meal in one of my local restaurants to wind down etc. Looking forward to seeing the final looks after a long hard day’s work – it will be worth it!

Get to know the OM Team on our Meet The Team page. Follow our social pages. Enter Social Competition.



WIN £100 GIFT VOUCHER SOCIAL COMPETITION

Fancy £100 towards your new Spring Summer wardrobe?
We have **ONE £100 gift voucher** to give away! Simply visit our Facebook & Instagram pages to vote for your favourite editorial shoot.

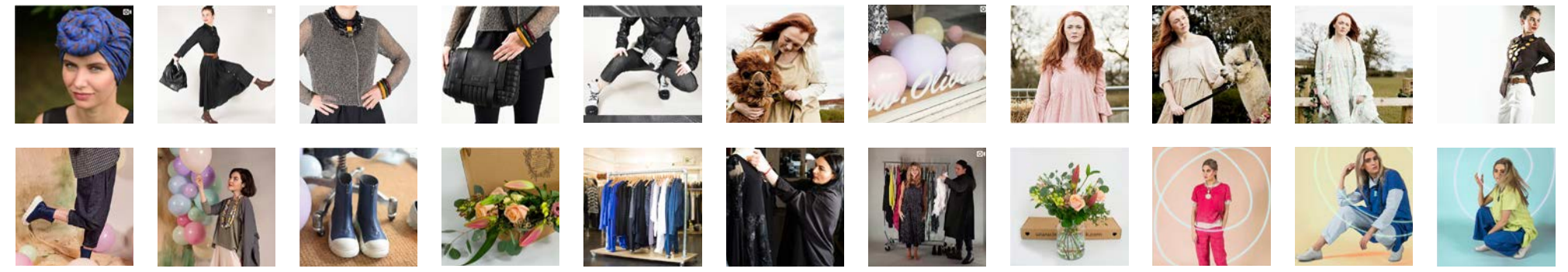
Competition starts Friday 22nd May, ends midnight Monday 25th May, 2020.
Happy voting and good luck!

*T&C’s apply – see website for full details

INSTA RECAP

Want to be featured? Share your outfits using #OMstyle

[@oliviamayltd](https://www.instagram.com/oliviamayltd)



#stayconnect
#staysafestayinspired

DISCOVER THE WORLD OF *OM LOYALTY*

Love our style and want more? Join our om members community and get priority access to our latest news & events including new collection deliveries and a first pick at our sale! You'll also benefit from additional styling tips & tricks from our expert team of stylists and an amazing birthday gift for you to enjoy.

Simply register to enjoy:

Priority Access

Avoid the rush and disappointment when our new season & sales are announced – items sell fast! You'll receive member-only notifications one-day early. Make sure you are signed up and opted in to these marketing emails to ensure we don't miss you.

Birthday Gift

Because everyone deserves to be treated on their birthday, we send you a £15 gift voucher during your birthday week to use for up to 12 months. Seen something you like? We'd be more than happy to assist you with a birthday purchase – we often help partners in choosing the perfect gift we know you'll love!

Styling Guides

Handy bite-sized guides with expert styling tips & tricks from the fashion industry and our expert team that are released every month. Check out the OM Trouser Guide and OM Skirts Guide for ways to wear this Spring/Summer.

Gift of The Month

Thank you to all those ladies who bought over this winter – your branded tote bags are on the way to you! Look forward to seasonal treats including vouchers, makeovers and much more.

Monthly Competitions We love a social comp and these are now running every month!



As an OM Store Customer you'll experience:

Light Refreshments - What better way to start your shopping experience

Styling Consultations - We discuss colours, fabrics and shapes that will work for you and your personal style. We'll keep a record of this to make your experience bespoke every time you visit

Personal Shopper - Whatever the occasion, let our styling experts select pieces just for you

OM Lookbook - Delivered direct to your door and free! Usually worth £3.99

OM Newspaper - Talking all things fashion and lifestyle. Be inspired by our creative photography from the Olivia May team

Birthday Treats - A little something from us to you to celebrate your birthday

Competitions & Prize Draws - Be in with a chance to win up to £250 in gift vouchers

Early Bird Invites - You will be the first to receive invites to events

E-Newsletter - Just one e-mail a month bringing you the latest styles, news and events including team updates and behind the scenes footage

We stock over 60 designer collections and thousands of products online with a hand picked selection in-store. Seen an item online? No problem, simply call us or send an e-mail before your visit and we'll ensure your garment are ready for you to try.

As a VIP Member you will receive:

Exclusive % and money off discounts - Each month we're adding exciting new percentage and money off discounts personalised just for you. You'll find them in your e-mails or offered by your styling consultant.

VIP tickets - Get exclusive VIP tickets to OM events. With early access to the event, goody bags and the best seats in the house.

Open evenings and collection previews - Be the first to see our new season collections and have 1 hour early access to our open evenings.

Friends and family weekends - Bring a friend or family member and let them experience being an OM VIP.

To become a VIP Member, simply shop with us at least 6 times per season or spend over £2000 per season.

OM CONNECTED

We remain committed to our role as the leading online platform where fashion-forward clients and customers can share their passion, build relationships, and most importantly stay connected. Therefore, we introduce to you our new OM Connected page for you to stay in touch and up to date on the latest fashion news. The world is a very different place we have a commitment to our designers and our customers.

As one door closes, another one opens. We will continue to keep in touch with you via digital means during this difficult period. Our new OM Connected page is here for you, providing the latest fashion news, styling tips and advice from the Olivia May team every week.

READ AND SHOP AT WWW.OLIVIAMAY.ORG



UP AND DRESSED

Use the video call as an opportunity to exercise some creativity, and experiment with your wardrobe. And best of all, it only needs to be from the waist up!

SHOP TOPS AND JACKETS AT WWW.OLIVIAMAY.ORG



WELLBEING

It's now even more important to create space for relaxation, to close your laptop and switch off from the world. Unwind by reading your favourite book in the bath, or let the calm of a scented candle waft through your house. Our friends and collaborators at Moments Candles have a fragrance for every mood.



ACTS OF KINDNESS

We're working closely with our delivery partners to keep business moving updating our delivery policy daily with updates for your area. Our courier delivery drivers at DPD are busier than ever, here are some great feedback stories from people in the community that are receiving deliveries.



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